## **ORDER**

Orders Order / Rev: 706616 06278681 Alt Order #: OBAMA FOR AMERICA Product Desc: WKYC Estimate: 1536 09/11/12 - 09/17/12 Flight Dates: Primary AE: Joe Knauer Original Date / Rev: 08/15/12 / 08/29/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3050 K St NW Billing Cycle: WEEKLY Washington, DC 20007 Agency Commission: 15% Advertiser Name: Obama/D/President Demographic: A35+ New Business Thru: **Product Codes:** PL-Presidential, Political, PL-Federal Order Separation: 00:15:00 Priority: P-5 Advertiser External ID:

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount   |
|------------|----------|---------|--------------|--------------|
| 09/10/12   | 09/16/12 | 152     | \$156,350.00 | \$132,897.50 |
| 09/17/12   | 09/23/12 | 25      | \$36,700.00  | \$31,195.00  |

| Month          | # Spots | Gross Amount | Net Amount   | Rating |
|----------------|---------|--------------|--------------|--------|
| September 2012 | 177     | \$193,050.00 | \$164,092.50 | 0.00   |
| Totals         | 177     | \$193,050,00 | \$164,092,50 | 0.00   |

Agency External ID:

**Totals** 

## **Account Executives**

| Account Executive | Executive Sales Office Sales Regi |  | Start Date / End Date         | Order % |
|-------------------|-----------------------------------|--|-------------------------------|---------|
| Joe Knauer        |                                   |  | Start Of Order - End Of Order | 100%    |

AGY, GEN, POL

| Order Share | Share | Total        |
|-------------|-------|--------------|
| WKYC        | 32%   | \$193,050.00 |
| Market      | 100%  | \$603,281.25 |

Revenue Codes:

| Competitive Share | Share | Total        |
|-------------------|-------|--------------|
| CABLE             | 0%    | \$0.00       |
| WBNX              | 0%    | \$0.00       |
| WEWS              | 21%   | \$126,689.06 |
| WJW               | 30%   | \$180,984.38 |
| WOIO              | 15%   | \$90,492.19  |
| WUAB              | 2%    | \$12,065.62  |

| Ln Ch                   | Start            | End                  | Inventory Code                         | Break           | Start/End T      | ime Days       | Len Sp | ots | Rate Pri     | Rtg Type | Spots | Amount     |
|-------------------------|------------------|----------------------|--|-----------------|------------------|----------------|--------|-----|--------------|----------|-------|------------|
| E 1 WKYC                | 09/12/1          | 2 09/14/12           | Days of Our Lives<br>Days of Our Lives | _               | 1p-2p            | WTF            | :30    | 4   | \$375.00 P-5 | 0.00 NM  | 4     | \$1,500.00 |
| Sta<br>Week: 09/        | rt Date<br>10/12 | End Date<br>09/16/12 | <u>Weekdays</u><br>WTF                 | Spots/Week 4    | Rate<br>\$375.00 | Rating<br>0.00 |        |     |              |          |       |            |
| E 2 WKYC                | 09/12/1          | 2 09/14/12           | M-F 11a-1230p<br>11a-1230p             | СМ              | 11a-1230p        | WГF            | :30    | 4   | \$150.00 P-5 | 0.00 NM  | 4     | \$600.00   |
| <u>Sta</u><br>Week: 09/ | rt Date<br>10/12 | End Date<br>09/16/12 | Weekdays<br>WTF                        | Spots/Week 4    | Rate<br>\$150.00 | Rating<br>0.00 |        |     |              |          |       |            |
| E 3 WKYC                | 09/12/1          | 2 09/14/12           | Tonight Show<br>Tonight Show           | СМ              | 1135p-1237a      | WГF            | :30    | 4   | \$800.00 P-5 | 0.00 NM  | 4     | \$3,200.00 |
| Sta<br>Week: 09/        | rt Date<br>10/12 | End Date<br>09/16/12 | Weekdays<br>WTF                        | Spots/Week<br>4 | Rate<br>\$800.00 | Rating<br>0.00 |        |     |              |          |       |            |

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Order / Rev: 706616 Advertiser: Obama/D/President

Alt Order #: 06278681 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 09/11/12 - 09/17/12 Estimate: 1536

| Ln Ch Start                        | End                     | Inventory Code                 | Break                  | Start/End T         | ime Days       | Len Sp | ots | Rate Pri       | Rtg Type | Spots | Amount      |
|------------------------------------|-------------------------|--------------------------------|------------------------|---------------------|----------------|--------|-----|----------------|----------|-------|-------------|
| E 4 WKYC 09/12/                    | 12 09/14/12             | M-F 10-11a<br>M-F 10-11a       | СМ                     | 10a-11a             | WΓF            | :30    | 4   | \$200.00 P-5   | 0.00 NM  | 4     | \$800.00    |
| Start Date Week: 09/10/12          | End Date<br>09/16/12    | Weekdays<br>WTF                | Spots/Week 4           | Rate<br>\$200.00    | Rating<br>0.00 |        |     |                |          |       |             |
| E 5 WKYC 09/12/                    | 12 09/14/12             | Late Night<br>Late Night w/Jim | CM<br>my Fallon        | 1237a-136a          | WГF            | :30    | 4   | \$375.00 P-5   | 0.00 NM  | 4     | \$1,500.00  |
| Start Date Week: 09/10/12          | End Date 09/16/12       | Weekdays<br>WTF                | Spots/Week 4           | Rate<br>\$375.00    | Rating<br>0.00 |        |     |                |          |       |             |
| E 6 WKYC 09/12/                    | 12 09/14/12             | M-F 11a-1230p<br>11a-1230p     | СМ                     | 11a-1230p           | WГF            | :30    | 4   | \$200.00 P-5   | 0.00 NM  | 4     | \$800.00    |
| Start Date Week: 09/10/12          | End Date 09/16/12       | Weekdays<br>WTF                | Spots/Week 4           | Rate<br>\$200.00    | Rating<br>0.00 |        |     |                |          |       |             |
| E 7 WKYC 09/12/                    |                         | Last Call<br>Last Call w/Carso | CM                     | 135a-205a           | WTF            | :30    | 4   | \$200.00 P-5   | 0.00 NM  | 4     | \$800.00    |
| Start Date Week: 09/10/12          | End Date<br>09/16/12    | Weekdays<br>WTF                | Spots/Week 4           | Rate<br>\$200.00    | Rating<br>0.00 |        |     |                |          |       |             |
| E 8 WKYC 09/12/                    |                         | M-F 2-3p<br>Rachel Ray         | CM                     | 2-3p                | WГF            | :30    | 4   | \$300.00 P-5   | 0.00 NM  | 4     | \$1,200.00  |
| Start Date Week: 09/10/12          | End Date<br>09/16/12    | Weekdays                       | Spots/Week 4           | Rate<br>\$300.00    | Rating<br>0.00 |        |     |                |          |       |             |
| E 9 WKYC 09/12/                    |                         | M-F 3-4p<br>The Doctors        | CM                     | 3p-4p               | WГF            | :30    | 6   | \$350.00 P-5   | 0.00 NM  | 6     | \$2,100.00  |
| Start Date Week: 09/10/12          | End Date<br>09/16/12    | Weekdays<br>WTF                | Spots/Week<br>6        | Rate<br>\$350.00    | Rating<br>0.00 |        |     |                |          |       |             |
| E 10 WKYC 09/12/                   |                         | M-F 4-5p                       | CM                     | 4p-5p               | WГF            | :30    | 6   | \$450.00 P-5   | 0.00 NM  | 6     | \$2,700.00  |
| Start Date                         | End Date                | Ellen Degeneres WeekdaysWTF    | Spots/Week             | Rate                | Rating         |        |     |                |          |       |             |
| Week: 09/10/12<br>E 11 WKYC 09/12/ | 09/16/12<br>12 09/14/12 | M-F 430a-5a                    | CM                     | \$450.00<br>430a-5a | 0.00<br>WГF    | :30    | 4   | \$100.00 P-5   | 0.00 NM  | 4     | \$400.00    |
| Start Date                         | End Date                | 430a News <u>Weekdays</u> WTF  | Spots/Week             | Rate                | Rating         |        |     |                |          |       |             |
| Week: 09/10/12<br>E 12 WKYC 09/12/ | 09/16/12<br>12 09/14/12 | M-F 5-6a                       | CM                     | \$100.00<br>5a-6a   | 0.00<br>WГF    | :30    | 8   | \$350.00 P-5   | 0.00 NM  | 8     | \$2,800.00  |
| Start Data                         | End Data                | Channel 3 News                 | @ 5AM<br>Spots/Week    | Poto                | Poting         |        |     |                |          |       |             |
| Start Date<br>Week: 09/10/12       | End Date<br>09/16/12    | <u>Weekdays</u><br>WГF         | <u>3pois/week</u><br>8 | Rate<br>\$350.00    | Rating<br>0.00 |        |     |                |          |       |             |
| E 13 WKYC 09/12/                   | 12 09/14/12             | M-F 5-6p<br>Dr. Phil           | СМ                     | 5p-6p               | WΓF            | :30    | 5   | \$700.00 P-5   | 0.00 NM  | 5     | \$3,500.00  |
| Start Date Week: 09/10/12          | End Date<br>09/16/12    | Weekdays<br>WTF                | Spots/Week 5           | Rate<br>\$700.00    | Rating<br>0.00 |        |     |                |          |       |             |
| E 14 WKYC 09/12/                   | 12 09/14/12             | M-F 6-630p<br>Channel 3 News   | CM<br>at 6p            | 6p-630p             | WГF            | :30    | 6   | \$1,800.00 P-5 | 0.00 NM  | 6     | \$10,800.00 |
| Start Date Week: 09/10/12          | End Date<br>09/16/12    | Weekdays<br>WTF                | Spots/Week 6           | Rate<br>\$1,800.00  | Rating<br>0.00 |        |     |                |          |       |             |
| E 15 WKYC 09/12/                   | 12 09/14/12             | M-F 6-7a<br>Channel 3 News     | CM                     | 6a-7a               | WTF            | :30    | 8   | \$800.00 P-5   | 0.00 NM  | 8     | \$6,400.00  |
| Start Date                         | End Date                | Weekdays                       | Spots/Week             | Rate                | Rating         |        |     |                |          |       |             |
| Week: 09/10/12                     | 09/16/12                | WГF                            | 8                      | \$800.00            | 0.00           |        |     |                |          |       |             |
| E 16 WKYC 09/12/                   | 12 09/14/12             | Nightly News<br>Nightly News   | СМ                     | M-Su 6:28p-         | 7р WГF         | :30    | 6   | \$2,800.00 P-5 | 0.00 NM  | 6     | \$16,800.00 |
| Start Date Week: 09/10/12          | End Date<br>09/16/12    | <u>Weekdays</u><br>WTF         | Spots/Week 6           | Rate<br>\$2,800.00  | Rating<br>0.00 |        |     |                |          |       |             |
| E 17 WKYC 09/12/                   | 12 09/14/12             | M-F 7-730p<br>Channel 3 News   | CM<br>at 7P            | 7-730p              | WΓF            | :30    | 6   | \$1,800.00 P-5 | 0.00 NM  | 6     | \$10,800.00 |
| Start Date Week: 09/10/12          | End Date<br>09/16/12    | Weekdays<br>WTF                | Spots/Week             | Rate<br>\$1,800.00  | Rating<br>0.00 |        |     |                |          |       |             |
| E 18 WKYC 09/12/                   |                         |                                | CM                     | 7a-9a               | WГF            | :30    | 16  | \$800.00 P-5   | 0.00 NM  | 16    | \$12,800.00 |
| Start Date                         | End Date                | Weekdays                       | Spots/Week             | Rate                | Rating         |        |     |                |          |       |             |

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Order / Rev: 706616 Advertiser: Obama/D/President

E 27 WKYC 09/15/12 09/15/12

E 28 WKYC 09/15/12 09/15/12

E 29 WKYC 09/15/12 09/15/12

E 30 WKYC 09/15/12 09/15/12

E31 WKYC 09/15/12 09/15/12

**End Date** 

09/16/12

**End Date** 

09/16/12 09/16/12

Start Date

Start Date

Start Date

Start Date

Start Date

Start Date

Week: 09/10/12

Week: 09/10/12

Week: 09/10/12

Week: 09/10/12

Week: 09/10/12

E32 WKYC

630A-7A

Weekdays

Weekdays

Weekdays

- - - - S-

Sat 9-1030a

Weekdays

---S-

Sat Prime B

Sat Prime B

---S-

Weekdays

Meet the Press

Meet the Press

Weekdays

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Sat 7-8p

Sat 7-8p

SAT TDY

Chris Matthews Show

NBC Today Show (Sa)

Channel 3 News 9am Sat

CM

CM

Spots/Week

Spots/Week

Spots/Week

CM

CM

Spots/Week

Spots/Week

Spots/Week

CM

CM

3

630a-7a

Rate

Rate

Rate

Rate

Rate

1030a-1130a

Rate

\$1,200.00

(9:00 PM-10:00 PM)

\$800.00

9-10p

\$800.00

9a-1030a

\$500.00

\$500.00

7-8p

7a-9a

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\$500.00 P-5

\$500.00 P-5

\$800.00 P-5

\$800.00 P-5

1 \$1,200,00 P-5

1 \$3,500.00 P-5

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0.00 NM

0.00 NM

0.00 NM

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0.00 NM

2

3

1

\$500.00

\$500.00

\$1,600.00

\$2,400.00

\$1,200.00

\$3,500.00

Alt Order #: 06278681 Product Desc: OBAMA FOR AMERICA WKYC

09/11/12 - 09/17/12 1536 Flight Dates: Estimate: Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots 09/12/12 09/14/12 \$800.00 P-5 E 18 WKYC M-F 7-9a Today CM 7a-9a - - WTF-:30 16 0.00 NM 16 \$12,800.00 **Today Show** Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 09/10/12 09/16/12 - WTF-16 \$800.00 0.00 E 19 WKYC 09/12/12 09/14/12 M-F 730-8p CM 730-8p --WTF--:30 4 \$1.200.00 P-5 0.00 NM 4 \$4,800.00 **Entertainment Tonight** Weekdays Start Date **End Date** Spots/Week Rate Rating - - WTF- -Week: 09/10/12 09/16/12 4 \$1,200.00 0.00 E 20 WKYC 09/12/12 09/14/12 M-F 9-10a Today II CM 9a-10a --WTF--:30 8 \$400.00 P-5 0.00 NM 8 \$3,200.00 Today Show II Weekdays Spots/Week Start Date **End Date** Rating Rate - - WTF- -Week: 09/10/12 09/16/12 \$400.00 0.00 8 E 21 WKYC 09/12/12 09/15/12 LN (M-Su) СМ 11P-1135P --WTFS-:30 7 \$1,800.00 P-5 0.00 NM \$12,600.00 Late News (M-Su) Weekdays End Date Rating Start Date Spots/Week Rate WTFS Week: 09/10/12 09/16/12 \$1,800.00 0.00 E 22 WKYC 09/14/12 09/14/12 Fri Prime C CM 10-11p ---F--:30 \$3,000.00 P-5 0.00 NM \$3,000.00 Fri Prime C Weekdays Rating Start Date **End Date** Spots/Week Rate Week: 09/10/12 09/16/12 - - - F-0.00 \$3,000.00 E 23 WKYC 09/14/12 09/14/12 Fri Prime B ---F--:30 \$3,000.00 P-5 0.00 NM \$3,000.00 CM 9-10p Fri Prime B Start Date **End Date** Weekdays Spots/Week Rate Rating ---F--Week: 09/10/12 09/16/12 \$3,000.00 0.00 E 24 WKYC 09/17/12 09/17/12 Mon Prime Other M- - - - -:30 1 \$10,000.00 P-5 0.00 NM \$10,000.00 CM Various Monday Prime Other (8:00 PM-10:00 PM) Start Date Weekdays Spots/Week Rating **End Date** Rate M- - - - -Week: 09/17/12 09/23/12 1\$10,000.00 0.00 E 25 WKYC 09/15/12 09/16/12 EN (Sa-Su) CM 6P-7P Sa/Su ----SS :30 2 \$1,800.00 P-5 0.00 NM 2 \$3,600.00 Early News (Sa-Su) (6:00 PM-6:30 PM) Start Date **End Date** Weekdays Spots/Week Rate Rating - - - - SS Week: 09/10/12 09/16/12 \$1,800.00 0.00 E 26 WKYC 09/15/12 09/15/12 Sat 1030a-11a CM Sat 1030-11a - - - - S-:30 1 \$250.00 P-5 0.00 NM \$250.00 Sat 1030-11a Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 ---S-\$250.00 0.00

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Order / Rev: 706616 Advertiser: Obama/D/President

Alt Order #: 06278681 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 09/11/12 - 09/17/12 Estimate: 1536

| E32 WKYC   09/16/12   09/16/12   09/16/12   Weekdays   Spots/Week   Rate   Rating   Start Date   End Date   Start Date   End Date   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Spots/Week   Rate   Spots/Week   Spots/Wee   |
|--|
| Week:   09/10/12   09/16/12   0   |
| Start Date   End Date   Weekdays   Spots/Week   Rate   Weekdays   Spots/Week   Sp   |
| Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week   O9/10/12   O9/16/12   O9/1   |
| Week   109/10/12   109/16/12   12   12   12   12   12   12   12  |
| Channel 3 News at Noon Su   Start Date   End Date   Weekdays   Spots/Week   Rate   Section   Sustainable   Start Date   Sustainable   Su   |
| Start Date   End Date   Weekdays   Spots/Week   Rating   Start Date   Weekdays   Spots/Week   Start Date   Start Dat   |
| Week: 09/10/12   09/16/12   09/16/12   5A-530A   CM   5a-530a  S   :30   1 \$250.00 P-5   0.00 NM   1 \$250.00 P-5           |
| Hometime   Week: 09/10/12   Date   Weekdays   Spots/Week   Rate   Rating   Spots/Week   Rate   Rating   Spots/Week   Rate   Rating   Spots/Week   Spots/Week   Rate   Rating   Spots/Week   |
| Week:         09/16/12         09/16/12        S         1         \$250.00         0.00           E 36 WKYC         09/16/12         09/16/12         530A-6A         CM         530a-6a        S         :30         1         \$250.00 P-5         0.00 NM         1         \$250.00           Start Date Week:         09/16/12         Weekdays         Spots/Week         Rate Rating Rating         NFL Pre-GameS         :30         1         \$2,000.00 P-5         0.00 NM         1         \$2,000.00           E 37 WKYC         09/16/12         09/16/12         NFL Pre-Game Now CM NFL Pre-GameS         :30         1         \$2,000.00 P-5         0.00 NM         1         \$2,000.00           Start Date Week         End Date Weekdays         Spots/Week         Rate Rating Rating         NFL Pre-GameS         :30         1         \$2,000.00 P-5         0.00 NM         1         \$2,000.00           E 38 WKYC         09/16/12         09/16/12         NFL Pre-Game Now CM NFL Pre-GameS         :30         1         \$2,000.00 P-5         0.00 NM         1         \$2,000.00           E 38 WKYC         09/16/12         09/16/12         NFL Football         NFL Football        S         :30         2   |
| E36 WKYC 09/16/12 09/16/12 530A-6A CM 530a-6aS :30 1 \$250.00 P-5 0.00 NM 1 \$250.00 P-5 0.00 NM America's Black Forum  Start Date Week: 09/10/12 09/16/12 09/16/12 NFL Pregame Show CM NFL Pre-Game (7:00 PM-8:00 PM)  Start Date Week: 09/10/12 09/16/12 09/16/12 09/16/12 NFL Pregame Show CM NFL Pre-GameS :30 1 \$2,000.00 P-5 0.00 NM NFL Pre-Game PS 1 \$2,000.00 PS 1 \$2,000.00 P   |
| Start Date   End Date   Weekdays   Og/16/12   Og/16/1   |
| Week:         09/10/12         09/16/12        S         1         \$250.00         0.00           E 37 WKYC         09/16/12         09/16/12         NFL Pregame Show NFL Pre-Game (7:00 PM-8:00 PM)        S         :30         1         \$2,000.00 P-5         0.00 NM         2         \$13,000.00 P-5         0.00 NM  |
| NFL Pre-Game   NFL  |
| Start Date   End Date   Weekdays   O9/16/12   O9/16/1   |
| E 38 WKYC 09/16/12 09/16/12 NFL Pregame Show CM NFL Pre-GameS :30 1 \$2,000.00 P-5 0.00 NM NFL Pre-Game (7:00 PM-8:00 PM)  Start Date Week: 09/10/12 09/16/12 09/16/12 NFL Regular Season Fo@M NFL FootballS :30 2 \$6,500.00 P-5 0.00 NM 2 \$13,000.00 NFL Football (8:00 PM-11:00 PM)  Start Date End Date Weekdays Spots/Week Rate Rating (8:00 PM-11:00 PM)  Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 09/16/12S 2 \$6,500.00 0.00   |
| NFL Pre-Game   (7:00 PM-8:00 PM)   |
| Week:       09/10/12       09/16/12      S       1       \$2,000.00       0.00         E 39 WKYC       09/16/12       09/16/12       NFL Regular Season Fo@M NFL Football       NFL Football      S       :30       2       \$6,500.00 P-5       0.00 NM       2       \$13,000.00 NM         Start Date Week:       09/10/12       End Date Weekdays Spots/Week       Rate Rating Rating         Week:       09/10/12       09/16/12      S       2       \$6,500.00       0.00   |
| NFL Football         (8:00 PM-11:00 PM)           Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/10/12         09/16/12        S         2 \$6,500.00         0.00   |
| Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/10/12         09/16/12        S         2 \$6,500.00         0.00   |
| Week: 09/10/12 09/16/12S 2 \$6,500.00 0.00   |
| E 40 WKYC 09/16/12 09/16/12 SUN TDY CM 8a-9aS :30 2 \$800.00 P-5 0.00 NM   |
| NBC Today Show (Su)  |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12S 2 \$800.00 0.00   |
| E41 WKYC 09/16/12 Sun 9-1030a CM 9a-1030aS :30 3 \$800.00 P-5 0.00 NM 3 \$2,400.00   |
| Channel 3 News Sun 9a  |
| Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/10/12         09/16/12        S         3         \$800.00         0.00   |
| E 44 WKYC 09/12/12 09/12/12 Wed Prime A CM 8-9p W :30 1 \$2,500.00 P-5 0.00 NM 1 \$2,500.00 P-5 0 |
| Start Date   |
| Week: 09/10/12     09/16/12     W     1     \$2,500.00     0.00       E 45 WKYC     09/12/12     09/12/12     Wed Prime C     CM     10-11p     W     :30     1     \$3,500.00 P-5     0.00 NM     1     \$3,500.00  |
| Wed Prime C  |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 W 1 \$3,500.00 0.00  |
| E 46 WKYC 09/17/12 09/17/12 Days of Our Lives CM 1p-2p M :30 1 \$500.00 P-5 0.00 NM 1 \$500.00 Days of Our Lives   |
| Start Date   |
| Week: 09/17/12       09/23/12       M       1       \$500.00       0.00         E 47 WKYC       09/17/12       09/17/12       M-F 11a-1230p       CM       11a-1230p       M       :30       1       \$250.00 P-5       0.00 NM       1       \$250.00   |
| 11a-1230p  |
| Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/17/12         09/23/12         M         1         \$250.00         0.00  |
| E 48 WKYC 09/17/12 09/17/12 Tonight Show CM 1135p-1237a M :30 1 \$1,200.00 P-5 0.00 NM 1 \$1,200.00  |
| Tonight Show <u>Start Date                                  </u>   |

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Order / Rev: 706616 Advertiser: Obama/D/President

Alt Order #: 06278681 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 09/11/12 - 09/17/12 Estimate: 1536

| Ln Ch                   | Start            | End                    | Inventory Code                 | Break             | Start/End T               | ïme Days       | Len Sp | oots | Rate Pri       | Rtg Type | Spots | Amount     |
|-------------------------|------------------|------------------------|--------------------------------|-------------------|---------------------------|----------------|--------|------|----------------|----------|-------|------------|
| E 48 WKYC               | 09/17/1          | 2 09/17/12             | Tonight Show Tonight Show      | СМ                | 1135p-1237a               | a M            | :30    | 1    | \$1,200.00 P-5 | 0.00 NM  | 1     | \$1,200.00 |
| Sta<br>Week: 09/        | rt Date<br>17/12 | End Date<br>09/23/12   | Weekdays<br>M                  | Spots/Week 1      | Rate<br>\$1,200.00        | Rating<br>0.00 |        |      |                |          |       |            |
| E 49 WKYC               | 09/17/1          | 2 09/17/12             | M-F 10-11a<br>M-F 10-11a       | СМ                | 10a-11a                   | M              | :30    | 1    | \$400.00 P-5   | 0.00 NM  | 1     | \$400.00   |
| Sta<br>Week: 09/        | rt Date<br>17/12 | End Date<br>09/23/12   | Weekdays<br>M                  | Spots/Week 1      | Rate<br>\$400.00          | Rating<br>0.00 |        |      |                |          |       |            |
| E 50 WKYC               | 09/17/1          | 2 09/17/12             | Late Night<br>Late Night w/Jim | CM<br>my Fallon   | 1237a-136a                | M              | :30    | 1    | \$475.00 P-5   | 0.00 NM  | 1     | \$475.00   |
| Sta<br>Week: 09/        | rt Date          | End Date               | Weekdays<br>M                  | Spots/Week        | Rate                      | Rating         |        |      |                |          |       |            |
| E 51 WKYC               |                  | 09/23/12<br>2 09/17/12 | M-F 11a-1230p<br>11a-1230p     | CM                | \$475.00<br>11a-1230p     | 0.00<br>M      | :30    | 1    | \$400.00 P-5   | 0.00 NM  | 1     | \$400.00   |
| Sta<br>Week: 09/        | rt Date<br>17/12 | End Date<br>09/23/12   | Weekdays<br>M                  | Spots/Week        | Rate<br>\$400.00          | Rating<br>0.00 |        |      |                |          |       |            |
| E 52 WKYC               |                  |                        | Last Call Last Call w/Carso    | CM                | 135a-205a<br>(1:35 AM-2:0 | M              | :30    | 1    | \$300.00 P-5   | 0.00 NM  | 1     | \$300.00   |
| Sta<br>Week: 09/        | rt Date<br>17/12 | End Date<br>09/23/12   | Weekdays<br>M                  | Spots/Week        | Rate<br>\$300.00          | Rating<br>0.00 |        |      |                |          |       |            |
| E 53 WKYC               |                  | 2 09/17/12             | M-F 2-3p<br>Rachel Ray         | СМ                | 2-3p                      | M              | :30    | 1    | \$400.00 P-5   | 0.00 NM  | 1     | \$400.00   |
| Sta<br>Week: 09/        | rt Date<br>17/12 | End Date<br>09/23/12   | Weekdays<br>M                  | Spots/Week 1      | Rate<br>\$400.00          | Rating<br>0.00 |        |      |                |          |       |            |
| E 54 WKYC               |                  | 2 09/17/12             | M-F 430a-5a<br>430a News       | СМ                | 430a-5a                   | M              | :30    | 1    | \$175.00 P-5   | 0.00 NM  | 1     | \$175.00   |
| Sta<br>Week: 09/        | rt Date<br>17/12 | End Date<br>09/23/12   | <u>Weekdays</u><br>M           | Spots/Week 1      | <u>Rate</u><br>\$175.00   | Rating<br>0.00 |        |      |                |          |       |            |
| E 55 WKYC               | 09/17/1          | 2 09/17/12             | M-F 5-6a<br>Channel 3 News     | CM                | 5a-6a                     | M              | :30    | 2    | \$650.00 P-5   | 0.00 NM  | 2     | \$1,300.00 |
| <u>Sta</u><br>Week: 09/ | rt Date<br>17/12 | End Date<br>09/23/12   | Weekdays<br>M                  | Spots/Week 2      | <u>Rate</u><br>\$650.00   | Rating<br>0.00 |        |      |                |          |       |            |
| E 56 WKYC               |                  |                        | M-F 5-6p<br>Dr. Phil           | CM                | 5p-6p                     | M              | :30    | 1    | \$1,000.00 P-5 | 0.00 NM  | 1     | \$1,000.00 |
| Sta<br>Week: 09/        | rt Date<br>17/12 | End Date<br>09/23/12   | <u>Weekdays</u><br>M           | Spots/Week 1      | Rate<br>\$1,000.00        | Rating<br>0.00 |        |      |                |          |       |            |
| E 57 WKYC               | 09/17/1          | 2 09/17/12             | M-F 6-630p<br>Channel 3 News   | CM<br>at 6p       | 6p-630p                   | M              | :30    | 1    | \$2,400.00 P-5 | 0.00 NM  | 1     | \$2,400.00 |
| <u>Sta</u><br>Week: 09/ | rt Date<br>17/12 | End Date<br>09/23/12   | Weekdays<br>M                  | Spots/Week<br>1   | Rate<br>\$2,400.00        | Rating<br>0.00 |        |      |                |          |       |            |
| E 58 WKYC               | 09/17/1          | 2 09/17/12             | M-F 6-7a<br>Channel 3 News     | CM<br>Today @ 6AM | 6a-7a                     | M              | :30    | 2    | \$1,400.00 P-5 | 0.00 NM  | 2     | \$2,800.00 |
| Sta<br>Week: 09/        | rt Date<br>17/12 | End Date<br>09/23/12   | Weekdays<br>M                  | Spots/Week        | Rate<br>\$1,400.00        | Rating<br>0.00 |        |      |                |          |       |            |
| E 59 WKYC               |                  |                        | Nightly News<br>Nightly News   | CM                | M-Su 6:28p-               |                | :30    | 1    | \$3,500.00 P-5 | 0.00 NM  | 1     | \$3,500.00 |
| Sta<br>Week: 09/        | rt Date          | End Date<br>09/23/12   | Weekdays<br>M                  | Spots/Week        | Rate<br>\$3,500.00        | Rating<br>0.00 |        |      |                |          |       |            |
| E 60 WKYC               |                  |                        |                                | CM                | 7-730p                    | M              | :30    | 1    | \$2,400.00 P-5 | 0.00 NM  | 1     | \$2,400.00 |
| Sta<br>Week: 09/        | rt Date<br>17/12 | End Date<br>09/23/12   | Weekdays<br>M                  | Spots/Week        | Rate<br>\$2,400.00        | Rating<br>0.00 |        |      |                |          |       |            |
| E 61 WKYC               |                  |                        | M-F 7-9a Today<br>Today Show   | СМ                | 7a-9a                     | M              | :30    | 4    | \$1,400.00 P-5 | 0.00 NM  | 4     | \$5,600.00 |
| Sta<br>Week: 09/        | rt Date<br>17/12 | End Date<br>09/23/12   | <u>Weekdays</u><br>M           | Spots/Week 4      | Rate<br>\$1,400.00        | Rating<br>0.00 |        |      |                |          |       |            |
| E 62 WKYC               |                  |                        | M-F 730-8p<br>Entertainment To | CM                | 730-8p                    | M              | :30    | 1    | \$2,400.00 P-5 | 0.00 NM  | 1     | \$2,400.00 |
| Sta                     | rt Date          | End Date               | Weekdays                       | Spots/Week        | Rate                      | Rating         |        |      |                |          |       |            |

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WKYC

Order / Rev: 706616

Alt Order #: 06278681 Product Desc:

Advertiser: Obama/D/President

OBAMA FOR AMERICA

Flight Dates: 09/11/12 - 09/17/12 Estimate:

1536

| Ln Ch Start        | End        | Inventory Code   | Break      | Start/End T  | ime Days | Len Spots | Rate Pri       | Rtg Type | Spots | Amount     |
|--------------------|------------|------------------|------------|--------------|----------|-----------|----------------|----------|-------|------------|
| E 62 WKYC 09/17/12 | 2 09/17/12 | M-F 730-8p       | CM         | 730-8p       | M        | :30 1     | \$2,400.00 P-5 | 0.00 NM  | 1     | \$2,400.00 |
|                    |            | Entertainment To | night      |              |          |           |                |          |       |            |
| Start Date         | End Date   | Weekdays         | Spots/Week | Rate         | Rating   |           |                |          |       |            |
| Week: 09/17/12     | 09/23/12   | M                | 1          | \$2,400.00   | 0.00     |           |                |          |       |            |
| E 63 WKYC 09/17/12 | 2 09/17/12 | M-F 9-10a Today  | II CM      | 9a-10a       | M        | :30 2     | \$600.00 P-5   | 0.00 NM  | 2     | \$1,200.00 |
|                    |            | Today Show II    |            | (9:00 AM-10: | 00 AM)   |           |                |          |       |            |
| Start Date         | End Date   | Weekdays         | Spots/Week | Rate         | Rating   |           |                |          |       |            |
| Week: 09/17/12     | 09/23/12   | M                | 2          | \$600.00     | 0.00     |           |                |          |       |            |
| N64 WKYC 09/13/12  | 2 09/13/12 | Thu Prime Other  | CM         | Various      | T        | :30 1     | \$7,000.00 P-5 | 0.00 NM  | 1     | \$7,000.00 |
|                    |            | Thu Prime Other  |            |              |          |           |                |          |       |            |
| Start Date         | End Date   | Weekdays         | Spots/Week | Rate         | Rating   |           |                |          |       |            |
| Week: 09/10/12     | 09/16/12   | T                | 1          | \$7,000.00   | 0.00     |           |                |          |       |            |

177 \$193,050.00 Totals